



WEWS

ORDER

Print Date 09/24/12

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Flight Dates **10/30/12-11/05/12**

Contract / Revision **304301 /**

Original Date / Revision
07/11/12 09/17/12

Advertiser **American Crossroads**

Agency **Crossroads Media**

Buying Contact

**66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576**

Product

American Crossroads TV 10.30-11.00

Agency Com 15%

Billing Contact

**66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **694**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	82	\$116,832.50	\$137,450.00	0.00
Totals	82	\$116,832.50	\$137,450.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	82	\$116,832.50	\$137,450.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/30/12	11/05/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	4	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$650.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$650.00		0.00			
N 2	WEWS	10/30/12	11/05/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	\$850.00	P-2	0.00	NM	5	\$4,250.00



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Contract / Revision **304301** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 09/17/12

Order Sep 00:20:00

Advertiser **American Crossroads** Product **American Crossroads TV 10** Estimate # **694**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/30/12	11/05/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	\$850.00	P-2	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	4		\$850.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$850.00		0.00						
N 3	WEWS	10/30/12	11/05/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	4	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	4		\$900.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$900.00		0.00						
N 4	WEWS	10/30/12	11/05/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	4	\$850.00	P-1	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	4		\$850.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$850.00		0.00						
N 5	WEWS	10/30/12	11/05/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	4	\$1,600.00	P-1	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	4		\$1,600.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$1,600.00		0.00						
N 6	WEWS	10/30/12	11/05/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p	MTWTF--	:30	4	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	4		\$1,200.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$1,200.00		0.00						
N 7	WEWS	10/30/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	4	\$850.00	P-1	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	4		\$850.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$850.00		0.00						
N 8	WEWS	10/30/12	11/05/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	4		\$1,000.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$1,000.00		0.00						
N 9	WEWS	10/30/12	11/05/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	4		\$1,000.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$1,000.00		0.00						
N 10	WEWS	10/30/12	11/05/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	4	\$2,000.00	P-1	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	4		\$2,000.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$2,000.00		0.00						
N 11	WEWS	10/30/12	11/05/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	4	\$2,500.00	P-1	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF--	4		\$2,500.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$2,500.00		0.00						
N 12	WEWS	10/30/12	11/01/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	- TWT---	:30	3	\$2,500.00	P-1	0.00	NM	3	\$7,500.00



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Contract / Revision **304301** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 09/17/12

Order Sep 00:20:00

Advertiser **American Crossroads** Product **American Crossroads TV 10** Estimate # **694**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 12	WEWS	10/30/12	11/01/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	-TWT---	:30	3	\$2,500.00	P-1	0.00 NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-TWT---					3	\$2,500.00		0.00		
N 13	WEWS	10/30/12	11/05/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	4	\$1,200.00	P-2	0.00 NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-TWTF--					4	\$1,200.00		0.00		
Week:		11/05/12	11/11/12	M-----					1	\$1,200.00		0.00		
N 14	WEWS	10/30/12	11/05/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	4	\$3,000.00	P-1	0.00 NM	6	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-TWTF-S					5	\$3,000.00		0.00		
Week:		11/05/12	11/11/12	M-----					1	\$3,000.00		0.00		
N 15	WEWS	11/04/12	11/04/12	SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext	CM	1135p-12x	-----S	:30	1	\$850.00	P-1	0.00 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S					1	\$850.00		0.00		
N 16	WEWS	10/30/12	11/05/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	4	\$1,000.00	P-2	0.00 NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-TWTF--					4	\$1,000.00		0.00		
Week:		11/05/12	11/11/12	M-----					1	\$1,000.00		0.00		
N 17	WEWS	11/03/12	11/03/12	Criminal Minds Sa Criminal Minds	CM	1135p-105x	-----S-	:30	1	\$650.00	P-1	0.00 NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S-					1	\$650.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WEWS	10/29/12-11/04/12		Criminal Minds		1135p-105x	-----Sa--	:30		(\$650.00)		0.00 NM		
See MG 17.2,17.3														
[N/A DUE PGM CHG - TO PLACE - SA/SU CRIMINAL MINDS LATE]														
2	WEWS	10/29/12-11/04/12		SA 12a-1a CSI Miami Late		12a-1a	-----Sa--	:30		\$650.00		0.00 NM		
Ⓜ MG for 18.1,17.1														
3	WEWS	10/29/12-11/04/12		SU 12a-1a CSI Miami Late		12a-1a	-----Su	:30		\$650.00		0.00 NM		
Ⓜ MG for 18.1,17.1														
N 18	WEWS	11/04/12	11/04/12	Criminal Minds Sa Criminal Minds	CM	1135p-105x	-----S	:30	1	\$650.00	P-1	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S					1	\$650.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WEWS	10/29/12-11/04/12		Criminal Minds		1135p-105x	-----Su	:30		(\$650.00)		0.00 NM		
See MG 17.2,17.3														
[N/A DUE PGM CHG - TO PLACE - SA/SU CRIMINAL MINDS LATE]														
N 19	WEWS	11/03/12	11/03/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$900.00	P-1	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S-					1	\$900.00		0.00		
N 20	WEWS	11/04/12	11/04/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$900.00	P-1	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S					1	\$900.00		0.00		
N 21	WEWS	11/05/12	11/05/12		CM	10-11p		:30	1	\$18,000.00	P-1	0.00 NM	1	\$18,000.00



WEWS

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Contract / Revision **304301** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 09/17/12

Order Sep 00:20:00

Advertiser **American Crossroads** Product **American Crossroads TV 10** Estimate # **694**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				Monday Prime C			M-----								
				Monday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$18,000.00		0.00			
N22	WEWS	11/02/12	11/02/12	Friday Prime C	CM	10-11p	----F--	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
				Friday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--					1	\$7,000.00		0.00			
N23	WEWS	11/03/12	11/03/12	NCAA 330p-7pm	CM	330-7p	-----S-	:30	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
				NCAA 330p-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$5,000.00		0.00			
													Totals	82	\$137,450.00